



## CASE STUDY - FIFO

“In order to grow the business, FIFO was looking to use telesales as a way to contact prospects, introduce their displays and sell their products. Ultimately the business wants to rapidly increase sales and expand the business.

KMB are meeting all expectations, the sales are qualified, attention to detail is second none, and Amanda the Account Manager is extremely proactive with effective data management, focusing on ROI and recommendations on how to improve the campaign. KMB look further ahead than just the current campaign, identifying data that was not delivering our original objectives and highlighting the additional opportunities that these will provide. I would have no hesitation in recommending KMB as an outsourced partner.”

*Ian Horton Head of Sales – Fifo United Kingdom*

### CAMPAIGN OBJECTIVE:

Fifo are looking to increase sales by bringing on line an additional 5,000 stores over the next 12 months. KMB’s objective is to sell displays into retail organisations, focusing on a pre agreed data set. KMB are offering a selection of displays on a 30 day risk free trial so the retailer can see the sales opportunity & benefits first-hand.

### CAMPAIGN LENGTH:

January 2017, successful trial undertaken.

### CLIENT DESCRIPTION:

FIFO produces high quality wireless accessories for iPhones, Androids and other technological products. Sold at a competitive price, FIFO’s products are also presented on a range of displays that are designed with innovation and space awareness in mind.

Serving more than 30,000 retailers worldwide, they manufacture all their displays, products and packaging. Having been established for over 16 years they are the main authorised supplier of mobile phone accessories to many UK retailers.

### RESULTS:

A trial was undertaken in January and February to proof the concept and was so successful that Fifo have increased resource to maximise sales opportunities, early signs are KMB are being instrumental in helping Fifo deliver their annual sales targets.



70% of B2B sales  
involve human  
interaction.\*

\*Telemarketing kills kittens, Graham Smith, buy the book on our website